

Design Registration:

Protecting Your Unique Product Design

What is Design Registration?

Design registration is a legal process that protects the visual appearance of a product, including its shape, pattern, configuration, or ornamentation. Unlike patents, which protect functionality, design registration safeguards aesthetic elements that make a product visually unique.

Why is Design Registration Important?

- Exclusive Rights –
- Prevents Imitation –
- Enhances Brand Value –
- Legal Protection –
- Commercial Benefits –

Eligibility Criteria for Design Registration

To qualify for registration, a design must be:

- ✓ New & Original – Not previously published or used.
- ✓ Aesthetic & Decorative – Should focus on visual appeal rather than function.
- ✓ Distinctive – Must not be a simple modification of an existing design.
- ✓ Applicable to a Product – Should be applicable to any industrial article.

The Design Registration Process

Step 1: Conduct a Design Search

Step 2: Prepare the Application

Step 3: Filing the Application

Step 4: Examination by Authorities

Step 5: Publication in the Official Journal

Step 6: Certificate Issuance

Validity & Renewal of Design Registration

- A registered design is valid for 10 years, with an option to renew for an additional 5 years.
- After expiry, the design becomes public domain unless renewed.

What Happens if Someone Copies Your Registered Design?

If another party uses or imitates your registered design without permission, you can:

- ✓ Send a Legal Notice demanding them to stop.
- ✓ File a Lawsuit for infringement and claim damages.
- ✓ Seek an Injunction to prevent further use of the design.

Common Mistakes to Avoid in Design Registration

- ⊖ Not Conducting a Prior Search –
- ⊖ Filing an Incomplete Application –
- ⊖ Trying to Protect Functional Features –
- ⊖ Failing to Renew the Design –

Conclusion

Design Registration is an essential step for businesses and designers to protect their unique product designs. It offers legal security, brand exclusivity, and commercial benefits in a competitive market. If you have an original design, securing registration ensures long-term protection and market advantage.

Need help with Design Registration?

Get expert guidance and protect your design today! 